

CALENDAR OF EVENTS

OAHU

September 1-4

Third Annual Native Hawaiian Conference

A special forum focusing on Native Hawaiian health, education, housing, cultural preservation, the arts and economic development.

808-521-5011

September 2-24

Aloha Festivals

An annual multicultural celebration of Hawaii's music, dance, history and culture encompassing hundreds of events on the six major Hawaiian islands.

808-589-1771

September 4

Windward Hoolaulea 2004

A street party featuring crafts, food and entertainment.

808-235-7396

September 4-5

22nd Okinawan Festival

An event that celebrates the food, arts and culture of Okinawa.

808-676-5400

September 11-12

Waimanalo Sunset on the Beach

Enjoy live entertainment, food and movies: "The Ride" and "Walking Tall" on Saturday and "50 First Dates" on Sunday.

808-523-2489

MAUI

September 2-6

Maui Writers Conference

Bringing together a long list of best-selling authors, award-winning journalists, top editors, agents, publishers and screenwriters, the Maui Writers Conference offers writers the opportunity to meet the people who can make a difference in their writing career.

888-974-8373

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Hawaii Tourism Conference to Feature Industry Experts

HTA will present a program of speakers and sessions focusing on global issues and trends at the Authority's first Hawaii Tourism Conference, September 13 and 14, 2004, at the Hawaii Convention Center. Michael Londregan, Vice President, Americas, Australia Tourist Commission (ATC); and Peter Yesawich, Chairman/CEO, Yesawich, Pepperdine, Brown & Russell are the scheduled keynote speakers. The conference also includes

sessions on topics such as Japanese and American consumers, sports travel, transportation issues, as well as some specialty markets: meetings and conventions, romance, golf, health and wellness, and cultural tourism. The conference fee is \$100 per person and \$50 for students. Deadline for registration is August 31, 2004. For registration materials, go to www.hawaii.gov/hawaii or contact Caroline Anderson at 808-973-2273 for program information.

HTA's 2005 Marketing Plans

As part of the Hawaii Tourism Conference, HTA will hold a half-day morning session on September 14, 2004 to roll out next year's marketing plan for each major market area. In addition, the marketing plans will be presented on the neighbor islands as follows:

- **September 15: Lihue, Kauai** – Radisson Kauai Beach Resort, Ginger Room.

- **September 16: Kahului, Maui** – Maui Arts & Cultural Center.
- **September 17: Kona, Hawaii** – King Kamehameha Kona Beach Hotel, Kamaka Honu Ballroom 1.

There is no cost to attend these meetings. Opening remarks begin at 8:30 a.m. and presentations are scheduled to end at noon. For more information, contact Frank Haas at 808-973-2271.

Final CPEP Workshop to be Held on Oahu

HTA has been holding workshops on the County Project Enrichment Program (CPEP) throughout the state during the month of August. The last workshop will be for

Honolulu on September 1, 2004 from 5:30 to 7:00 p.m., at the Hawaii Convention Center, Room 313 C. For more information on CPEP, contact Robbie Kane at 808-973-2262.

State of Hawaii Tourism Strategic Plan: 2005-2015 (State TSP)

During the month of August, HTA and PBR Hawaii presented the recently completed *Draft State of Hawaii Tourism Strategic Plan: 2005-2015 (Draft State TSP)* to island communities for additional public input. Based on the comments received, the draft was revised with assistance from HTA's Strategic Planning Advisory Group and HTA's Strategic Planning Investigative Committee. The next steps in the process include a presentation of the revised draft to the HTA Board at its September 9th board meeting, with the com-

mittee seeking approval of the plan at the next meeting, scheduled for October 14th.

HTA would like to thank all of those who participated in this process for their comments and suggestions, and looks forward to working with all stakeholders to achieve a successful and sustainable Hawaii visitor industry well into the future.

For more information on the draft plan or a copy of it, please contact Lacey Kazama of PBR Hawaii at 808-521-5631 or visit HTA's Web site at www.hawaii.gov/tourism.

HTA Invests in Hawaii's Natural Environment

One of HTA's major initiatives is to protect and perpetuate the state's natural resources for Hawaii's future generations. Through a legislative proviso, HTA allocates \$1 million annually from the tourism special fund to support efforts to manage, improve and protect Hawaii's natural environment and areas frequented by visitors. Following is a recap of natural resources efforts to date:

Formation of Natural Resources Advisory Group (NRAG)—To assist with HTA's environmental efforts, HTA formed a group of experts including representatives from the Sierra Club; The Nature Conservancy; Hawaii Ecotourism Association; Department of Land and Natural Resources

(DLNR); Department of Business, Economic Development & Tourism; and a Hawaiian cultural specialist.

Natural Resources Assessment—HTA hired PBR Hawaii to assess the quality of natural resource areas frequented by visitors to help identify and prioritize sites needing improvement and to suggest possible projects and estimated costs for these improvements. These areas included State, County and private parks, trails, lookouts, and waysides heavily utilized by visitors. The results were presented to the NRAG and DLNR to assist in allocating HTA dollars to these priority projects.

State Parks Survey—Omni Track Group was contracted to do

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MAUI

September 16

Somos Amigos Festival

The Somos Amigos ("we are friends") Street Festival celebrates Maui's Hispanic and Portuguese cultural heritage.
808-249-2990

September 19

Maui Marathon

Various pre-race and post-race activities include a "carbo load" dinner, silent auction and sports & fitness expo.
808-871-6441

September 25

Maui FEST

An all-star line up of musical performances and award winning films take place at the Hotel Hana Maui under the stars, overlooking Hana Bay.
808-248-8211

HAWAII

September 4-5

Hula & the Arts Cultural Festival

An annual two-day musical event featuring hula, Hawaiian music entertainers, food vendors, silent auction, games, arts and crafts.
808-929-8700

September 24

A Taste of the Hawaiian Range

Local celebrity, resort and restaurant chefs will create dishes using locally grown products.
808-322-4892

KAUAI

September 19-25

Kauai Mokihana Fest '04

Celebrating hula, chant and music bringing together some of Hawaii's top hula schools in an evening of excitement at the Kauai War Memorial.
808-822-2166

NOTE: These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

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HTA Invests in Hawaii's Natural Environment

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a survey of all State parks to quantify the number of visitors versus residents at the sites; to identify activities taking place at the sites; and to assess overall visitor and resident satisfaction with the sites and facilities. The results of the survey were presented to DLNR's Division of State Parks to help prioritize sites for needed improvements utilizing funds available to DLNR.

Support for County Specific Projects—Funding was provided for:

- Restoration of Old Volcano Trail (Big Island)
- Improvements to the Fern Grotto (Kauai)
- Revitalization of Koieie Loko Ia, ancient Hawaiian fishponds (Maui)
- Restoration of historic taro ponds and traditional crops at Kapahu Living Farm and Alaeiki Hale Kuai (Maui)

Funding for DLNR—In addition, another \$1 million from the Tourism Special Fund is provided to the Department of Land and Natural Resources (DLNR) for park and trail improvements. HTA's State Parks Survey is assisting DLNR with developing a comprehensive master plan for the improvements.

For more information on HTA's Natural Resources Program, contact Muriel Anderson at 808-973-2269.

HTA Board Updates

Below, information on HTA committees, their roles and members, as of August 12, 2004:

Administrative Standing Committee serves as a resource for findings and policy recommendations related to the evaluation of the executive director, major contractors, and efforts related to communications and outreach to all sectors. Committee members: John Toner (chair), Nadine Nakamura and Larry Johnson.

Budget Standing Committee's work relates to the development of policies that will ensure the financial integrity of the HTA through the proper allocation and expenditure of funds in a manner consistent with the Board's policies and objectives, and ensures that funds are properly expended under a budget previously approved by the Board. Committee members: Stephen Yamashiro (chair), Larry Johnson (vice chair), Douglas Chang, Vernon Char and Marsha Wienert.

Marketing Standing Committee makes policy recommendations relating to the following program areas: Leisure Marketing, Business Tourism Marketing, and Sporting

Events. Committee members: Sharon Weiner (chair), Kyoko Kimura (vice chair), Lorrie Lee Stone and Cheryl Williams.

Strategic Planning Standing Committee makes policy recommendations relating to the review, evaluation and update of Hawaii's statewide tourism strategic plan. Committee members: Nadine Nakamura (chair), Marsha Wienert (vice chair), Rodney Haraga, Kawaikapuokalani Hewett and Peter Young.

Strategic Planning Investigative Committee assists the Strategic Planning Standing Committee to review and provide feedback on the proposed revisions to the tourism strategic plan and to collect and analyze information from the community. Committee members: Nadine Nakamura (chair) and Marsha Wienert (vice chair).

Sports Investigative Committee assists the HTA to assess the feasibility of a Hawaii Sports Commission, Committee or other structure to enhance sporting activities in the State. Committee members: Marsha Wienert (co-chair), Gail Haraguchi (co-chair) and Vernon Char.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major trade shows/events featuring Hawaii.

September 2

HVCB Annual Luncheon at Sheraton
Waikiki
Honolulu

September 14

HVCB Travel Industry Forum
Honolulu

September 14

Apple Vacations Product Launch
Chicago

September 20

Apple Vacations Trade Show
Seattle

September 27 – October 2

Fun Sun Product Launch
Toronto, Winnipeg, Vancouver, Calgary,
Edmonton

September 28 – October 3

ASTA World Congress
Hong Kong

Marketing Highlights

For news from HTA's marketing contractors, see their monthly newsletters online at www.hawaii.gov/tourism under marketing news.

Hawaii Visitors & Convention Bureau (HVCB)

Aloha Live! Hawaiian Music Tour Promotes Fall Travel

Hawaii entertainers Willie K., Amy Hanaialii Gilliom, Robi Kahakalau and Sean Naauao perform their signature music during Aloha Live!, a concert tour covering cities with direct air service to Hawaii. The tour is part of HVCB's fall campaign along with advertising, PR, promotions and online marketing.



More than 2,000 people attended Aloha Live! in Seattle.

Hawaii Tourism Oceania (HTO)

Aussie Agents flock to Hawaii

If you hear more "G'days" than usual over the next few months, it may be due to Phase II of the Aloha Down Under Program. To date, over 350 Australian travel agents have taken advantage of the \$99 air fare offered at the training event by Hawaiian Airlines.

Hawaii Tourism Japan (HTJ)

Performances Draw Large Crowds in Japan



Late afternoon performers at the summer promotion in Yokohama

HTJ participated in a series of summer promotional events throughout Japan that showcased the music and hula of Hawaii to the Japanese audience. Jake Shimabukuro was the featured performer at several of the events.

Hawaii Convention Center (HCC)

Hawaii welcomed more than 20,000 out-of-state attendees to the Center last month, due to two off-shore conventions:

- National Association of Letter Carriers 64th Biennial convention which generated an estimated \$31.7 million in visitor spending and \$2.6 million in projected tax revenue
- American Psychological Association (APA) Annual Meeting which garnered an estimated \$33.5 million in visitor spending and \$2.8 million in projected tax revenue

Hawaii Tourism Europe (HTE)

Hawaii Beach Party

Hawaii was the theme of the annual two-day Beach Party in Pforzheim, Germany which included Hawaii workshops with hula dancing and lei making. HTE distributed Hawaii information in cooperation with tour operator Eberhard Reisen. The event generated extensive media coverage for Hawaii via Pforzheimer Zeitung.



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